

Jigsha Desai

jigshadesai@yahoo.com • 215-668-4043 • <http://www.jigsha.com>

Objective:

Produce and organize interactive and in depth news content for a news Web site.

Experience:

ONLINE EDITOR (previously senior online producer, online producer)

KnoxNews.com - Knoxville News Sentinel Web site (<http://www.knoxnews.com>)

Knoxville, Tenn. Oct 2002 - present

General duties:

- Update and maintain the family of Web sites for KnoxNews.com with breaking news and appropriate stories, photos, links, polls and features. Create archived special sections.
- Create multimedia to enhance the site and to complement special projects.
- Work with colleagues in presenting news in a new and innovative way online.
- Go on assignment to record audio, shoot video or photos to add to KnoxNews.com.
- Respond to user email; communicate with newsroom and advertising staff; site maintenance.

Accomplishments while at KnoxNews.com:

- Integral in launching a paid sports site, GoVolsXtra.com, which has 3,500 subscribers.
- Ensured a smooth switch to site registration.
- Implemented Movable Type blog software on the site and trained staff to use it.
- Conceived and created special evergreen sections including a photographer gallery site, East Tennessee's Best database, archived photography, interactive sections that complement print series, helpful HTML and PhotoShop templates.
- Collaborated on projects that won seven Scripps-wide monthly awards in Multimedia.

Internships/etc

Knight Ridder/Tribune News Service - DOW JONES COPY EDITING INTERN

- Edited Wire copy to send to Knight Ridder and Tribune newspapers; created Wire budgets.

Philly.com - PRODUCTION INTERN

- Aided in the transition of content management systems; worked on entertainment database.

The Poynter Institute - VISUAL EDGE 2001 WORKSHOP INTERN

- Aided presenters; created a behind-the-scenes Flash slide show.

Time.com - EDITORIAL & PRODUCTION INTERN

- Helped create special weekly features; attended budget meetings; edited photos.

Philadelphia Weekly - EDITORIAL INTERN

Temple News - ONLINE EDITOR, former Assistant Online Editor & Staff Writer

Education

TEMPLE UNIVERSITY Philadelphia, PA 1999 - 2002

B.A.: Journalism, with a concentration in New Media. Graduation date: May 2002

G.P.A.: 3.91 (major) 3.69 (cumulative)

Skills

- Proficient with Dreamweaver, HomeSite, Adobe PhotoShop, Cool Edit, Paintshop Pro, TopStyle, Microsoft Office, Quark Xpress, (on both Macintosh and IBM compatible computers).

Knowledgeable with Flash MX, Adobe Premiere, Final Cut Pro.. Comfortable shooting video (Canon XL 1, CANON G2), taking still digital photos, 360-degree photos and recording audio.

- Extensive knowledge of HTML, CSS, AP style.

Honors & Awards

Newspaper Association of America Minority Fellow - 2004.

Employee of the Month; Employee of the Quarter - Knoxville News Sentinel. 2004.

Kappa Tau Alpha (National Journalism Honor Society), 2001.

Dean's List, 1998 - 2002.

Best New Member of the Year - Student Government, 1999.